# RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

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September 22, 1997

**RJR Account #204600**
Mr. G. Louras
SAM FRANK, INC.

**NOVEMBER DORAL B2G1F / PROMOTION #701647**

Dear Gus:

*DORAL* B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 30 skus of B2G1F Displays (Item #533174) to pack and ship this promotion to your participating retail accounts.

| DORAL BRAND STYLE | B2G1F UPC Code | #/ (6M) Cases B2G1F |
|---|---|---|
| ***Light*** | 12300-24488 | 2 |
| ***Light Men 100*** | 12300-24492 | 2 |
| ***Light 100*** | 12300-24489 | 2 |
| ***FF 100*** | 12300-24490 | 1 |

*DISPLAY DETAIL*
*EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.*
*EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.*
*EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.*
*THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.*
***IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY;*** *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

Product / Premium Arrival: **October 20, 1997**

Ship Date to Retail: **Week of: October 27, 1997**

SKU CUBE : **1.0195**
SKU WT (w/o Product): **1.7300 lbs**
Retail Sales Offer per Sku: **21 Offers**

**Billing per Sku:**
**5 Savings Cartons (if additional live pack is added to Display)**
**4.9 Savings Cartons (if additional live pack is NOT added to Display)**

EFT $ Amount: **$1,169.02**

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Source: https://www.industrydocuments.ucsf.edu/docs/ftxn0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED**, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:
* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  *BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100*
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 **B2G1F** OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

***RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.***
*(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)*

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$35.00 (2.5 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk
Enclosures:
- Customer List
- Wholesaler Packing Instructions

**Note to RJR Manager:**
**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

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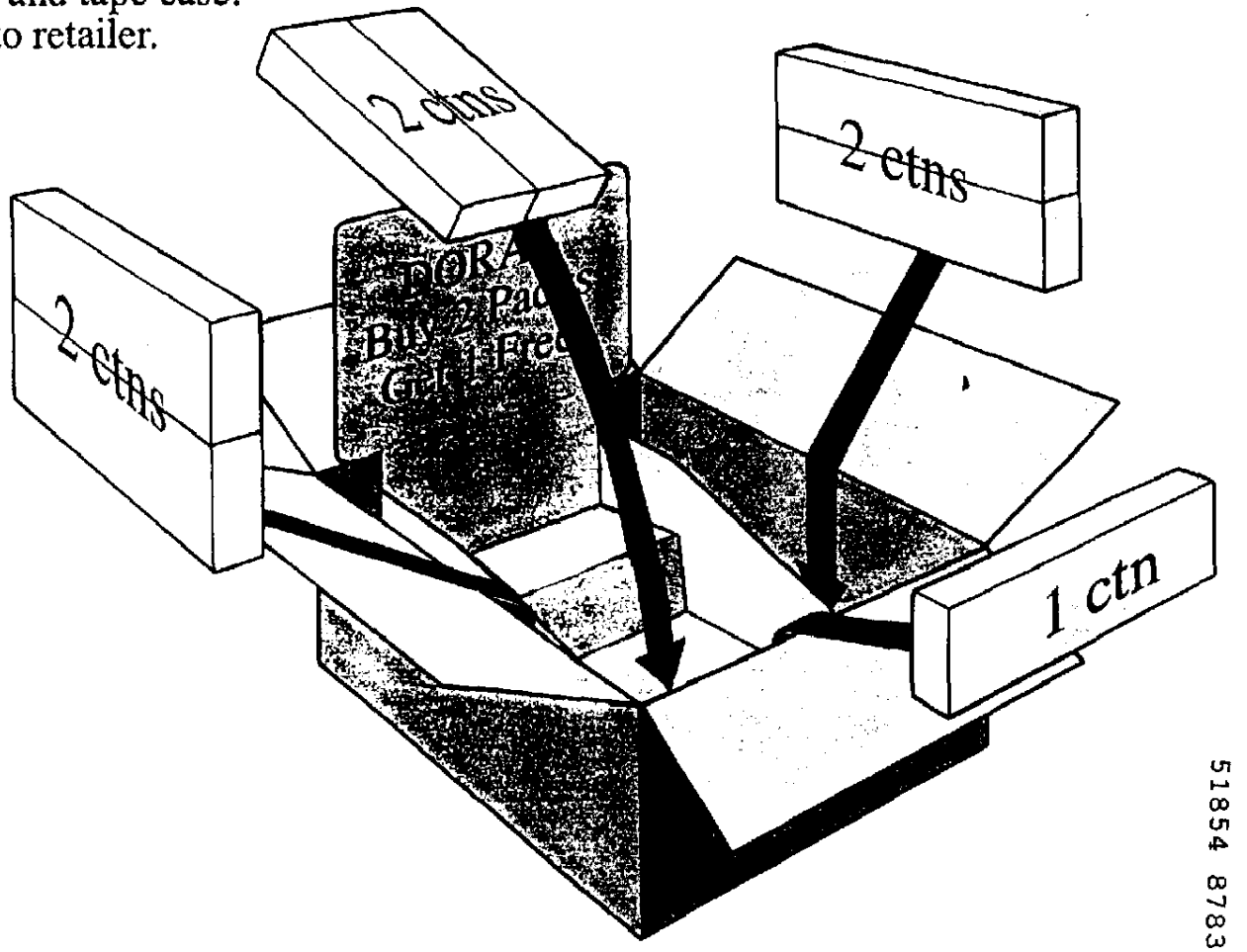
# WHOLESALER PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS - 4TH QTR.'97

November-December DORAL B2G1F (Buy 2 Packs Get 1 Free)

### STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

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**Item:** #533174
**Description:** DORAL November-December B2G1F Display/POS Kit

| Brand Style | LIGHT | LT MEN 100 | LIGHT 100 | FF 100 | | |
|---|---|---|---|---|---|---|
| Number of Cartons | 2 | 2 | 2 | 1 | | |

Source: https://www.industrydocuments.ucsf.edu/docs/ftxn0000

WHOLESALER : 204600 SAM FRANK, INC. <DIRECT>
TEMPLATE : 701647 71100 DOR B2G1F NOV
TEMPLATE SEQ : 0019
SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 162302 | 162325 | 021824 | WILLY'S VARIETY | GAGE STREET | BENNINGTON | VT | 05201 | 1 | | | | (802)442-2223 |
| 162302 | 162325 | 361067 | RIVER STREET VARIET | 138 RIVER ST | BENNINGTON | VT | 05201 | 1 | | | | (802)442-1553 |
| 162302 | 162320 | 699047 | HEALD'S CITGO | 2 BEAMAN ST | POULTNEY | VT | 05764 | 1 | | | | (802)287-4000 |
| 162302 | 162325 | 760490 | VILLAGE MARKET | RT 7 | POWNAL | VT | 05261 | 1 | | | | (802)823-4020 |
| 162302 | 162320 | 760741 | LIBERTY MARKET | LIBERTY ST | FAIR HAVEN | VT | 05743 | 1 | | | | (802)265-3820 |
| 162302 | 162320 | 086858 | FAIRHAVEN MOBIL | MAIN ST | FAIR HAVEN | VT | 05743 | 1 | | 5247-0000 | | (802)265-8328 |
| 162302 | 162325 | 114536 | YOTTS MKT | 600 GAGE ST | BENNINGTON | VT | 05201 | 1 | | | | (802)442-2221 |
| 162302 | 162325 | 114548 | SALEMS MKT | MAIN ST | BENNINGTON | VT | 05201 | 1 | | | | (802)442-6856 |
| 162302 | 162325 | 114599 | WAYSIDE CNTRY STORE | RT 313 | WEST ARLINGTON | VT | 05250 | 1 | | | | (802)375-2792 |
| 162302 | 162320 | 295175 | POULTNEY SNACK SHOP | 12-14 MAIN ST. | POULTNEY | VT | 05764 | 1 | | 5247-0000 | | (802)287-2059 |
| 163804 | 163828 | 086859 | PLAZA MOBIL | EVELYN ST | RUTLAND | VT | 05701 | 1 | | 5247-0000 | | (802)775-9903 |
| 163804 | 163825 | 114391 | STODDARDS MKT | RTE 11 | LONDONDERRY | VT | 05148 | 3 | | | 007735 | (802)824-5060 |
| 163804 | 163828 | 114505 | GAGGIGES MKT | 172 GRANGER ST | RUTLAND | VT | 05701 | 1 | | | | (802)773-9898 |
| 163804 | 163825 | 198562 | MIDWAY FOOD MART | RTE 106 & MAPLE S | N SPRINGFIELD | VT | 05150 | 1 | | 5247-0000 | | (802)886-2329 |
| 163804 | 163828 | 319338 | PARK MOBIL | 5 N MAIN ST | RUTLAND | VT | 05701 | 1 | | 5247-0000 | | (802)773-3971 |
| 163804 | 163828 | 419552 | WEST STREET MOBIL | WEST ST | RUTLAND | VT | 05701 | 1 | | 5247-0000 | | (802)775-6355 |
| 163804 | 163828 | 572045 | BOB'S TEXACO | 93 WOODSTOCK AVE | RUTLAND | VT | 05701 | 1 | | | 000503 | (802)775-2413 |
| 163804 | 163828 | 759647 | MIDWAY MOBIL | SOUTH MAIN ST | RUTLAND | VT | 05701 | 1 | | 5247-0000 | | (802)775-7628 |
| 163804 | 162320 | 760629 | WALLINGFORD MOBIL | ROUTE 7 | WALLINGFORD | VT | 05773 | 1 | | 5247-0000 | | (802)446-2257 |
| 163804 | 163828 | 760685 | OTTER VALLEY GROCER | RTE 7 | BRANDON | VT | 05733 | 2 | | | | (802)247-3881 |
| 163804 | 163825 | 964015 | BENNY'S SUNOCO | RTES 11 & 103 | CHESTER | VT | 05143 | 1 | | | | (802)875-2728 |
| 163804 | 163825 | 964312 | HARRINGTON'S MARKET | MAIN ST BOX 22 | N SPRINGFIELD | VT | 05150 | 1 | | | 000713 | (802)886-2639 |
| 163809 | 163828 | 466647 | MIDDLEBURY GULF | 16 QUART STREET | MIDDLEBURY | VT | 05753 | 1 | | 5247-0000 | | (802)388-4373 |
| 163809 | 163828 | 759629 | MIDDLEBURY DISC BEV | ELM STREET | MIDDLEBURY | VT | 05753 | 1 | | | 2269 | (802)388-0068 |

PAGE BREAK TOTAL ACCOUNTS 24 TOTAL QUANTITY 27

TEMPLATE TOTAL ACCOUNTS 24 TOTAL QUANTITY 27

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 11/05/97

ACCOUNT NUMBER: 204600
VOUCHER NUMBER: 15377514
DATE WRITTEN: 11/05/97
STATUS: PAID
AMOUNT PAID: 35.00

SAM FRANK INC
15 CENTER ST
RUTLAND , VT 5701

SEND CHECK TO: PAYEE

| DESCRIPTION | UNITS | AMOUNT |
|---|---|---|
| '97 VAP PK & SHP | 2.50 | 35.00 |

EXPLANATION: NOV DOR B2G1F 701647 RT

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